

WHAT IS CLAIMED IS :

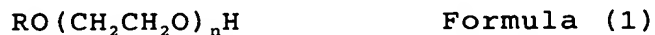
1. An information medium comprising a substrate having successively disposed thereon an undercoat layer and a colorant receiving layer,

wherein the colorant receiving layer comprises at least fine particles, polyvinyl alcohol, a boron compound and a mordant, and

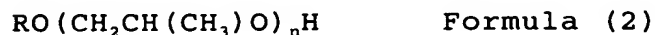
the diffusion reflectance of the undercoat layer is 10% or more.

2. An information medium according to claim 1, wherein the fine particles are made of at least one selected from gas phase silica, pseudo-boehmite, and aluminum oxide.

3. An information medium according to claim 1, wherein the colorant receiving layer further comprises a compound represented by the following formula (1) and/or a compound represented by the following formula (2):



wherein R represents a saturated hydrocarbon group having 1 to 12 carbon atoms, an unsaturated hydrocarbon group having 1 to 12 carbon atoms, a phenyl group or an acyl group, and n is an integer of 1 to 3, and



wherein R represents a saturated hydrocarbon group having 1 to 12 carbon atoms, an unsaturated hydrocarbon group having

1 to 12 carbon atoms, a phenyl group or an acyl group, and n is an integer of 1 to 3.

4. An information medium according to claim 3, wherein the compound represented by formula (1) and the compound represented by formula (2) are water-soluble.

5. An information medium according to claim 3, wherein R represents a saturated hydrocarbon group having 1 to 4 carbon atoms in formula (1) and formula (2).

6. An information medium according to claim 3, wherein the colorant receiving layer is obtained by: applying a coating solution comprising the compound represented by formula (1) and/or the compound represented by formula (2), the fine particles, and the polyvinyl alcohol; adding, to the coating layer formed by the above-mentioned application, a solution comprising the boron compound and the mordant at the same time that the coating solution is applied or before the coating layer exhibits a decreasing drying rate while drying the coating layer; and subsequently curing the coating layer.

7. An information medium according to claim 3, wherein the colorant receiving layer is obtained by: applying a coating solution obtained by adding a solution comprising the compound represented by formula (1) and/or the compound represented by formula (2), the polyvinyl alcohol and the boron compound to an aqueous dispersion comprising the fine particles and a dispersing agent and then dispersing the solid components

again; adding, to the coating layer formed by the application, a solution comprising the boron compound and the mordant at the same time that the above-mentioned coating solution is applied or before the coating layer exhibits a decreasing drying rate while drying the coating layer; and subsequently curing the coating layer.

8. An information medium according to claim 1, which has a surface glossiness of 30% or more at 60°.

9. An information medium comprising a substrate having disposed thereon a colorant receiving layer,

wherein the colorant receiving layer is formed by successively applying a first coating solution and a second coating solution which are different from each other.

10. An information medium according to claim 9, wherein the method for applying the second coating solution is a non-contact coating method.

11. An information medium according to claim 10, wherein the non-contact coating method is spray coating or spin coating.

12. An information medium according to claim 9, wherein the first coating solution comprises fine particles and polyvinyl alcohol, and the second coating solution comprises a boron compound and a mordant.

13. An information medium according to claim 12, wherein the first coating solution further comprises a compound represented by the following formula (1) and/or a compound

represented by the following formula (2):



wherein R represents a saturated hydrocarbon group having 1 to 12 carbon atoms, an unsaturated hydrocarbon group having 1 to 12 carbon atoms, a phenyl group or an acyl group, and n is an integer of 1 to 3, and



wherein R represents a saturated hydrocarbon group having 1 to 12 carbon atoms, an unsaturated hydrocarbon group having 1 to 12 carbon atoms, a phenyl group or an acyl group, and n is an integer of 1 to 3.

14. An information medium according to claim 12, wherein the fine particles are made of at least one selected from gas phase silica, pseudo-boehmite, and aluminum oxide.

15. An information medium according to claim 13, wherein the compound represented by formula (1) and the compound represented by formula (2) are water-soluble.

16. An information medium according to claim 13, wherein R represents a saturated hydrocarbon group having 1 to 4 carbon atoms in formula (1) and formula (2).

17. An information medium according to claim 9, wherein the colorant receiving layer is obtained by: applying the first coating solution; adding, to the coating layer formed by the application, the second coating solution at the same time that the first coating solution is applied or before the coating

layer exhibits a decreasing drying rate while drying the coating layer; and subsequently curing the coating layer.